Direct Step
الخطوة المباشرة

Joly

microlife

molped
Pure & Soft

Direct Step
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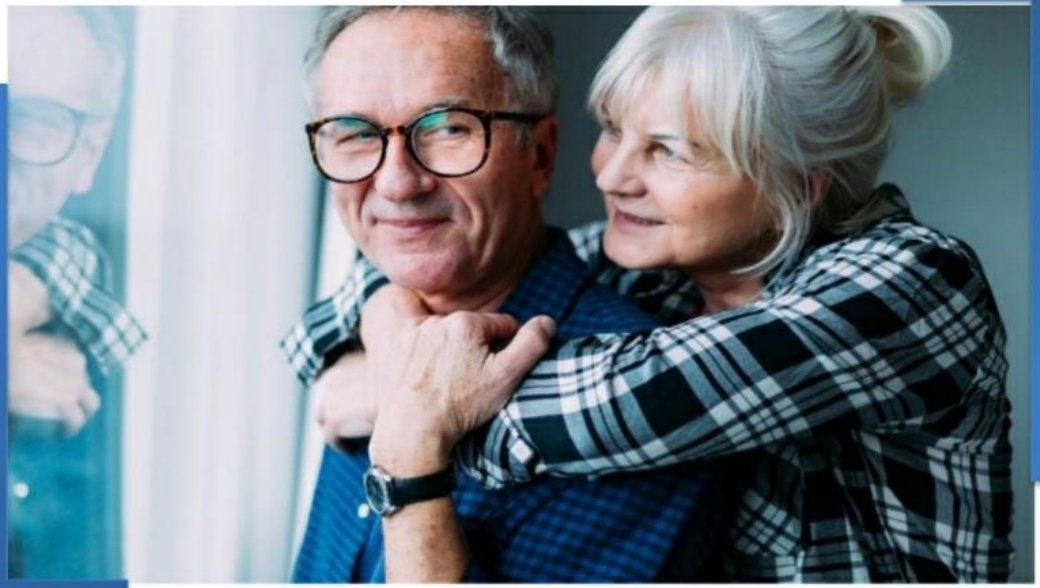
Blood pressure



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Direct Step
الخطوة المباشرة

BP A200 AFIB

BP A2 Basic

BP A7 Touch

BP A6 BT

BP A3L Comfort

BPM Innovations

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Direct Step
الخطوة المباشرة

3 MAM

AFIB

PAD

Gentle+

MAM TECHNOLOGY
Analysis of 3 successive blood pressure measurements in less than 3 minutes.

AFIB TECHNOLOGY
The most reliable detection of atrial fibrillation (AF) during blood pressure measurements at home.

PAD TECHNOLOGY
The PAD technology automatically detects heart arrhythmias during a blood pressure measurement.

CUFF FIT CHECK
Gentle+ ensures optimal speed and pressure control for comfortable measurements

PC CONNECTIONS
port for PC connection with the user-friendly BP Analyzer software

TRAFFIC LIGHT SIGNS

	SYSTOLE	DIASTOLE
	> 135	> 85
	130-134	80-84
	< 130	< 80

5 year guarantee

Clinically Validated
BHS protocol: A/A

Swiss Brand

BP A2 Basic

- PAD technology
- Date and time
- Gentle+
- Traffic light indicator
- Soft M-L cuff (22-42cm)
- 3G features
  - Gentle+
  - Arm movement indicator
  - Cuff check indicator
  - Low battery indicator and rechargeable battery-friendly

Clinically Validated
BHS protocol: A/A

5 year
guarantee

Swiss
Brand

BP A2 Basic

Accessories:

Supplied with string pouch, soft M-L cuff, 4 x AA alkaline batteries, instruction booklet, BP diary

BP A3L Comfort

PAD

3 MAM

- Extra large display
- PAD technology
- IMT technology: gentle measurement during Inflation
- MAM technology
- PC link and free BP Analyzer software
- 2 users with 2 x 99 memories
- Date and time
- Traffic light indicator
- Soft M-L cuff (22-42cm)
- 3G features
  - Arm movement indicator
  - Cuff check indicator
  - Low battery indicator and rechargeable battery-friendly

Clinically Validated
BHS protocol: A/A

5 year guarantee

Swiss Brand

BP A3L Comfort

Accessories:

Supplied with storage bag, soft M-L cuff, USB-cable, 4 x AA alkaline batteries, instruction booklet, BP diary

BP A200 AFIB

- AFIB detection for stroke risk prevention
- MAM technology
- 200 data memory
- PC link and free BP Analyzer software
- Date and time
- Traffic light indicator
- Rigid M-L cuff (22-42cm)
- 3G features
  - Gentle+
  - Arm movement indicator
  - Cuff check indicator
  - Low battery indicator and rechargeable battery-friendly

Clinically Validated
BHS protocol: A/A

5 year
guarantee

Swiss
Brand

BP A200 AFIB

Accessories:

Supplied with storage bag, rigid M-L cuff, 4 x AA alkaline batteries, adapter, instruction booklet, BP diary, USB cable, CD

BP A6 BT

- AFIB detection for stroke risk prevention
- Bluetooth® technology for easy analysis of blood pressure
- MAM technology
- PC link and free BP Analyzer software
- Date and time
- Rigid M-L cuff (22-42 cm)
- Traffic light indicator
- 3G features
  - Gentle+
  - Arm movement indicator
  - Cuff check indicator

Clinically Validated
BHS protocol: A/A

5 year
guarantee

Swiss
Brand

BP A6 BT

Accessories:

Supplied with device holder, rigid M-L cuff, storage bag, adapter, USB-cable, batteries, IB and BP diary

BP A7 Touch

- User-friendly touch screen
  - User selection and memory check on display directly
  - Time/date adjustment on touch screen
- AFIB detection for stroke risk prevention

- MAM technology
- PC link and free BP Analyzer software
- 2 users and a guest mode
- Rigid M-L cuff (22-42 cm)
- Traffic light indicator
- 99 memories per user

- 3G features
  - Gentle+
  - Arm movement indicator
  - Cuff check indicator

Clinically Validated
BHS protocol: A/A

5 year
guarantee

Swiss
Brand

BP A7 Touch

Accessories:

Supplied with device holder, storage bag, adapter, USB-cable, 4 x AAA alkaline batteries, rigid M-L cuff, instruction booklet and BP diary

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Nebulizer

NEB NANO

2in1

NEB PRO

NEB 200 Active

NEB 400 Children

NEB 200 Active

- Every day compressor nebuliser suitable for the whole family. It's convenient small size allows easy transportation and storage without taking up too much space

- Compact & convenient
  - Weight: 1300 g
  - Dimensions: 92 x 160 x 140 mm

- High speed nebuliser for short inhalation times

- Fast and efficient treatment
  - Nebulization rate: 0.40 ml/min
  - Particle size:2.8 µm (MMAD)

5 year guarantee

Nebulisation rate
0.40*
ml/min.

Clinically Validated
BHS protocol: A/A

5 year guarantee

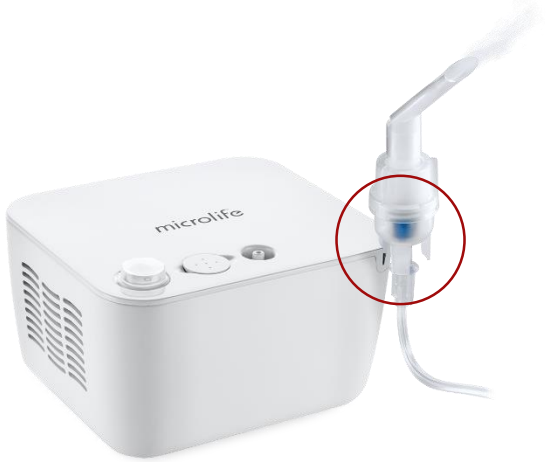
Swiss Brand

NEB 200 Active

- Nebuliser holder
  - Keep the nebuliser in its holder on the back of the device, so it will be handy for the next treatment

- Fully equipped
  - With adult and child face mask, mouth- and nosepiece, air hose, 5 replacement air filters and carrying bag

- Safe and hygienic
  - Accessories are washable and disinfectable



NEB 400 Children

- Child-friendly “ice-bear” design for a pleasant treatment
- High speed nebuliser for short inhalation times
  - Nebulization rate: 0.40 ml/min
- Fast and efficient treatment
  - Particle size: 2.8µm (MMAD)

Nebulisation rate 0.40* ml/min.

Clinically Validated BHS protocol: A/A

5 year guarantee

Swiss Brand

NEB 400 Children

- Nebuliser holder
  - Keep the nebuliser in its holder on the back of the device, so it will be handy for the next treatment

- Fully equipped
  - With adult and child face mask, mouth- and nosepiece, air hose, 5 replacement air filters and carrying bag
  - Easy storage and transportation with carrying bag

- Safe and hygienic
  - Accessories are washable and disinfectable

NEB NANO
the smallest compressor nebulizer

- NEB NANO is a real breakthrough in the nebulizer market
- It combines smallest size and lightest weight by using a patented micro-compressor technology
- The built-in rechargeable lithium battery guarantees approx. 90 minutes runtime
  - → equivalent to 9 inhalations (à 10 minutes)
- Rechargeable by the most common standard cable in the world:

  → the Micro USB
- Compatible with all drugs available in the market

Clinically Validated
BHS protocol: A/A

2 year guarantee

Swiss Brand

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NEB NANO

- Portable - Ideal for travel
- Ultra light and silent – only 200 g
- Rechargeable by micro USB
- Battery level indicator
- Easy one button operation
- Suitable for all common inhalation solutions
- Accessories are washable and disinfectable

NEB NANO

- Nebuliser holder
- Fully equipped
  - With adapter (medical grade), micro USB cable, adult and child face mask, mouth- and nosepiece, air hose, 5 replacement air filters and carrying bag

NEB PRO – Professional 2 in 1

- Professional high performance system for the upper, medium and lower respiratory tract
- Suitable for continuous use and every day treatment
- 2 in 1 feature:
  - Nasal washer for the treatment of upper airways
  - Breath-enhanced nebuliser for lower airways
- Nebulizer holder to keep the nebulizer bottle handy for the next treatment
- Silent operation for the whole family

2 in 1

Clinically Validated
BHS protocol: A/A

5 year guarantee

Swiss Brand

NEB PRO

Aerosol therapy

- Choose between the breath-enhanced valve system or the short therapy option to treat the medium & lower airways

2 in 1

- Improved usability with a slider option
  - A: Breath-enhanced valve system
  - B: Short and fast therapy

NEB PRO

2 in 1

Additional benefit:

Nasal washer

- Use the nasal washer for a fast & efficient treatment of the upper respiratory tract

NEB PRO

- Fully equipped
  - With adult and child face mask, mouthpiece with expiratory valve, nosepiece, air hose, 5 replacement air filters and nasal washer

2 in 1

- Safe and hygienic
  - Accessories are washable and disinfectable
  - The masks can be boiled (unique feature)

- Large accessory compartment to keep all accessories safe and clean

- Cable holder on the bottom of the device

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Thermometer

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Direct Step
الخطوة المباشرة

Infrared thermometers

- Instant forehead thermometers
- Instant ear thermometers

Pen-type thermometers

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Direct Step
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MT 500

- Fast measurement in only 30 seconds .
- 30 Second measurement .
- Silent Glow technology .
- Fever Alarm .
- Flexible tip .
- Large display .
- Gold Tip – anallergic .
- Waterproof .
- Beeper .
- Mercury free solution .
- Memory .

30 sec

Gold Temp™

36.2°C
37.6°C

10 sec

M

0% Mercury

Non Contact Thermometer - NC 150 / 200

3
sec

microlife

Direct Step
الخطوة المباشرة

NC 150

The Microlife NC 150 thermometer, further to it's reliability, accuracy, and easy handling, allows gentle and non-invasive measurement of body temperature without touching the patient.

3 Seconds

Fast and gentle measurement in only 3 seconds.

3 in 1

Multifunctional

Measurement of forehead, objects & ambient temperatur in seconds.

M

30 Data memory

Automatic storage of the last 30 measurement values with date and time.

Clinically Validated
BHS protocol: A/A

5 year
guarantee

Swiss
Brand

microlife

Direct Step
الخطوة المباشرة

IR 200

1 sec

- 1 sec — 1-second measurement
- M — 30 Data memories
- 37.5°C — Illuminated display with date and time
- Fever alarm
- 3 in 1 — Multifunctional
- 0% Mercury — Mercury free
- °C °F — Switchable

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Breast Bump

BC 200 Comfy

BC 300

BC 100 soft

BC 100 Soft
Manual breast pump

- The Microlife manual breast pump is an excellent choice for mothers who express their breast milk occasionally
- The compact design is easy to assemble, lightweight and ultra-silent (only 135 g)
- No battery or power is required as they are operated individually by hand
- Ergonomic designed manual pump handle with two pumping levels ensures gentle and comfortable usage anywhere

microlife

Direct Step
الخطوة المباشرة

BC 100 Soft
Manual breast pump

Product highlights:

- Ultra-quiet - Allows for discreet pumping anywhere
- Compact and portable design - Ideal for on the go
- Safe and hygienic - Accessories are washable and disinfect able
- Milk bottle (completely free of BPA) and teat are ideal for newborns
- Silicon teat with double anti-colic valve ensures maximum protection from colic - the teat always remains full of milk to prevent air ingestion

0%
BPA

0+
months

BC 100 Soft

- Fully equipped:
  - 180ml breast milk bottle
  - Soft silicon cushion (standard medium size)
  - Bottle cap
  - Bottle stand
  - Two matching screw plugs for Philips AVENT and NUK
  - Naturally shaped silicone teat for easy feeding
  - Easy storage and transportation with carrying bag

Single electric breast pump: BC 200 Comfy

BC 200 Comfy
Single electric breast pump

- Designed to mimic the baby's natural feeding action
- 2-phase vacuum technology simulates natural drinking for gentle and comfortable use
- Ideal for mothers who want to comfortably express their breast milk every day
- Powered by batteries or mains adapter to allow comfortable pumping anywhere
- **Innovative feature:**
  Suitable for two-sided pumping - Upgradable with silicone tube and a second breast milk bottle for dual pump mode

BC 200 Comfy

Product highlights:

- 10 different stimulation modes for highest comfort
- 10 pumping modes for optimal expressing
- Memory function for personlised usage
- Large display with timer to easily track stimulation and pumping time usage
- Illuminated display which is easy to read day and night
- Powered by batteries or mains adapter
- Battery level indicator (batteries running time on level 10 approx. 60 minutes)

BC 200 Comfy

- Fully equipped:
  - 180ml breast milk bottle with bottle stand
  - Soft silicon cushion (standard medium size)
  - Bottle cap
  - Silicone tube
  - Two matching screw plugs for Philips AVENT and NUK
  - Naturally shaped silicone teat for easy feeding
  - Medical power adapter
  - 4 x AA batteries
  - Carrying bag

weight scale

microlife

Direct Step
الخطوة المباشرة

WS 200

WS 80

WS 50

WS 50

- **Glass scale .**
- **Giving weight up to 150 kg .**

WS 80

The Microlife WS 80-N allows to evaluate body composition and to automatically calculate the body fat, body water, muscle mass, bone mass, body mass index, and basal metabolic rate in function of height, age and sex.
This diagnostic scale is easy to use, accurate and has a 10 person memory function.

WS 200 - Bluetooth® diagnostic scale

Body composition diagnosis

Analysis of the body weight, fat and water pecentage, muscle and bone mass, BMI, with active and basic metabolic rate

Automatic transfer via Bluetooth® technology

Allows fast analysis of your body composition with the Microlife Connected Health+ app

ITO Coating

ITO (= Iindium Tin Oxide) electrode with safety glass weighing platform

ITO Electrode

Connected Health+ microlife

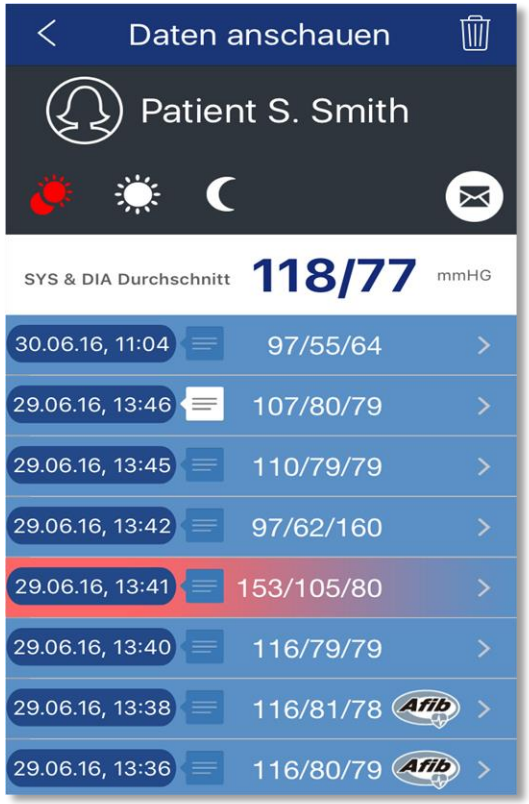
Bluetooth

GET IT ON Google Play

Download on the App Store

Microlife Connected Health (3G App)

- Very easy to use
  - Automatic time synchronization
  - Easy to connect
  - Adjust your individual blood pressure threshold value
- All data (csv-file) or single measurements can be sent by e-mail
- Comments can be added to single measurements
- Download the app on GooglePlay or AppStore



GET IT ON Google Play

Download on the App Store

BP BT – Connected Product World

Main competitors

1 – Omron → High Price, High quality

2 – Beurer

3 – Geartherm

4 – Pic

↕ → Low Price, Low quality

Features	Microlife	Omron
Manifacture	Swiss Company	Japanese Company
Warranty	Almost 5 years	3 years
Price	High	High
Cuff size	42	Almost 32
Afib	√	×
MAM	√	×
Bluetooth	A6	M7
Touch	A7	×
Traffic light	√	Almost no
Clinically Validated	√	√
Brest Bump	√	×

Joly

Direct Step
الخطوة المباشرة

JOLY FAMILY

DIAPERS

UNDER PAD

ADULT PULL UP

Why joly

- 1- **Dermatological tested** and **certified from the Germany HEALTH organization**.
- 2- **ODOUR protected** for no bad smell.
- 3- **3D leakage protection** for no leaking.
- 4- The biggest size which reach to **190 cm** in xxl .
- 5- Joly **0elastic belts** with 2 sides comparing with no elastic in local production and 1 elastic with some of the imported products.
- 6- **Readjustable closer system** to avoid any leakage.
- 7- **Textile back sheet** for more comfort comparing with plastic back sheet with the local production.
- 8- large space of breathable textile feel side panels to avoid any kind of ulcers.
- 9- **SAP technique** which transfer any liquid to Gel.
- 10- **wetting indicator.**
- 11- **Maximum absorption which reach 3.7 LITER.**
- 12- unisex

Joly

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ADULT DIAPERS

- Adult diaper with elastic side bands
  Подгузники для взрослых больных с эластичными боковыми лентами
  فوط مرضى بالغين ذات أشرطة جانبية مرنة
- Elastic construction ensures perfect fit around the body
  Благодаря эластичной структуре является анатомическим, полностью охватывает тело больного
  ذو سطح علوي حريري مريح للجلد.
- Special ingredients for preventing odors
  Имеет специальный состав, контролирующий запах
  ذات محتوى خاص يوفر التحكم في الرائحة.
- Smooth and soft textile top surface lets air from the side protecting the skin.
  Верхняя текстильная хлопчатобумажная поверхность пропускает воздух и сохраняет состояние кожи
  سطح قطني يسمح بدخول الهواء لحماية الجلد.

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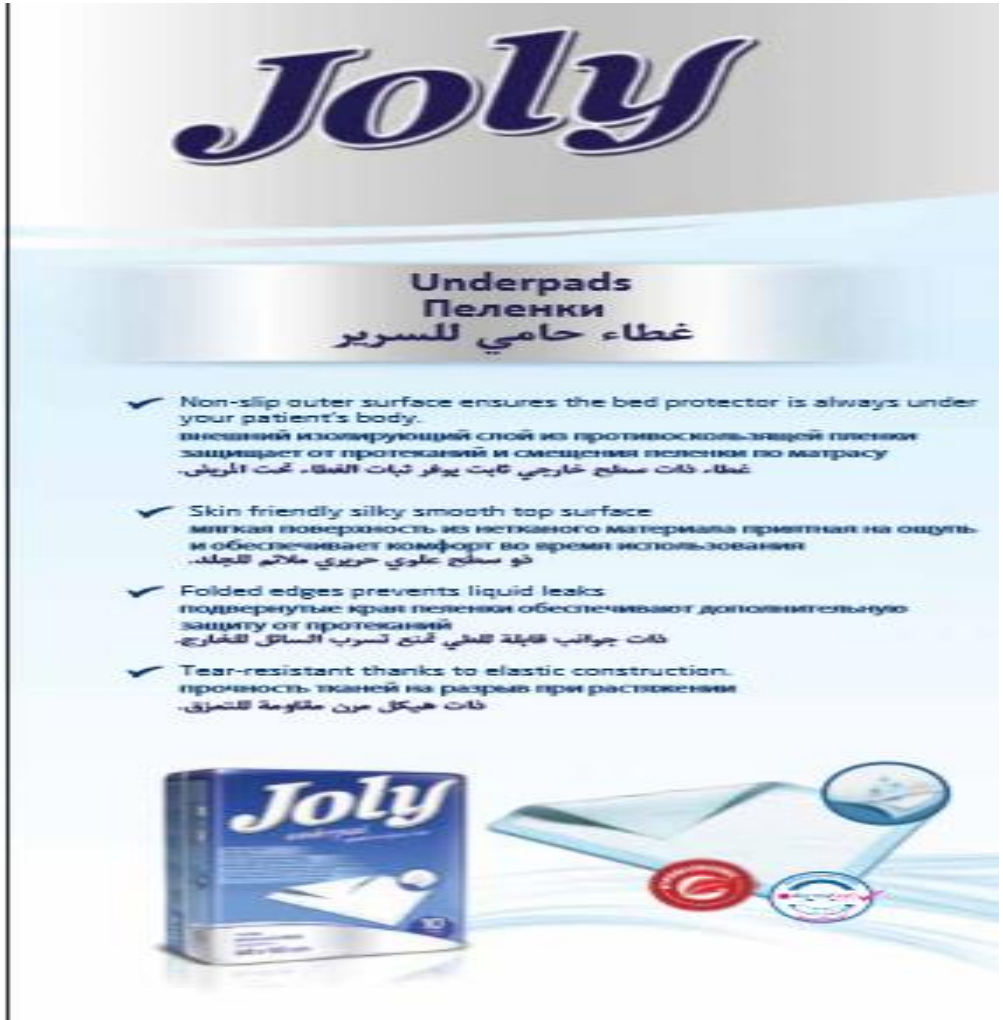
ADULT PULL UP

UNDER PAD



Diapers Competitors

A. Importation :

1- Tena

2 – Molicaer

B. Local Manufacture :

1 –Louts

2 – Sanita

3 – Fine

Diapers Competitors

Features	Joly	Importation	Local
Dermatested	Excellent	Good	×
Odour	√	√	×
Wetting indicator	√	√	×
Breathable space	√	√	×
Textil backsheet	√	√	×
Elastic belt	2	1	×
Absorbation	3.7	3.2	1.7

molped

Direct Step
الخطوة المباشرة

molped

Daily

Normal

Extra long

long

TARGET GROUP

Women between

15-35 years of age

Product Descriptions

1. Soft Wings
2. Airthrough topsheet that gives a softer feeling
3. Acquisition Layer that transfers liquid to bottom layer.
4. Absorbent Layer that keeps the liquid.
5. Breathable Backsheet prevents rustling.

How could Molped achieves this benefits triangle?

- **Nylon free !** , Nylon may cause irritation to the skin with temperature, perspiration, and rubbing. Also, It can adhere to the skin.
- **NO CHLORINE!** Hence no irritating effect on mucous of many organs in the body as of.
- **NO PARABEN!** It can trigger allergic reactions such as eczema and irritation.
- **NO DYE!** It is important that the materials used are reliable.
- **Skin Friendly and Nature Friendly Pad!**

Main Competitors

- Always .

- Cotex .

- Fam .

	molped Pure & Soft	always
chlorine	**No**	**yes**
paraben	**No**	**yes**
Dye	**No**	**yes**
Nylon	**No**	**yes**
SAP	**yes**	No
Thickness	~4-4,5 mm	~8 mm
WINGS	Cottony- Anatomic	Standart
Capacity	**~2X Capacity (37,5 gr)**	**(18,85 gr)**
Back Sheet	Breathable	Non-Breathable

Joly

Thanks

@directstep @directstep @directstep